MANITOBA CALLING 1941

MANITOBA CALLING

1941

MANITOBA TELEPHONE SYSTEM
RADIO BRANCH
CKY-CKX

Ski-ing, a favorite winter sport in Manitoba, is the subject pictured in one of our new series of stamps. See page 2.

RADIO STATIONS

CKY WINNIPEG - CKX BRANDON

January 1941

5c per copy

Greetings from Deanna Durbin

"Wishing all CKY listeners and the people of my native Manitoba a Happy and Prosperous New Year—"

Deanna Durbin.

Vol V. No. 1.
Single Copy 5c

MANITOBA CALLING

January, 1941
12 Issues, 60c. Post Free

Address all communications to Public Relations Department, Radio Branch, Manitoba Telephone System, Winnipeg

A Very Gracious Young Lady

We asked Miss Durbin for a photograph of herself. Also, if she would be good enough to inscribe a New Year message. . . .

Promptly, in plenty of time for inclusion in this issue, Manitoba's sweetheart of the screen sent us the charming picture which we have reproduced on the opposite page.

Deanna Durbin's phenomenal rise to stardom—well earned as it has been—makes a story which is too well known to need repetition here. Winnipeg takes particular pride in the fact that she was born in this city. Neither she nor her parents have allowed the glamour of Hollywood or the thrill of her success to outshine affection for the folks back home in Manitoba.

Our readers will join with us in wishing Deanna Durbin continued happiness in her work of entertaining millions of moviegoers. May she be blessed in all her ventures.

Our Cover

Our cover design this month is an enlargement of one of our latest stickers, illustrating Manitoba's winter sports. The new series of four stamps are now ready for distribution and will be mailed in whatever number of sets may be required to any address, gratis. All we ask is that those sending for the stamps do not request more than they can reasonably use, and that the stickers be attached to letters and parcels intended not only for mailing abroad or to distant parts of Canada, but also for delivery within our own Manitoba boundaries. It is good to carry the message of Manitoba to the four corners of the earth, but it is also fitting that we should ourselves be reminded of much for which we should be thankful, in our healthy climate and in the good fellowship of our people.

Requests for sets of our stamps should be addressed in writing to The Public Relations Department, CKY, Winnipeg.

★

"THE PEOPLE'S BUSINESS"

Manitoba's Provincial Government Ministers Broadcast Talks on CKY

On Tuesday, December 3rd, Hon. John Bracken, Premier of Manitoba, inaugurated a series of discussions to be broadcast over CKY from week to week and relating to the activities of the Provincial Government. Other speakers to date have been Hon. J. S. McDiarmid, Minister of Mines and Natural Resources; Hon. Errick Willis, Minister of Public Works, and Hon. S. S. Garson, K.C., Provincial Treasurer.

EXPECT BANNER SKI SEASON

Ottawa, Canada. — The placing of large orders for skis for winter training of Canadian soldiers has created new interest in one of Canada's most popular winter sports. Although no actual ski corps are expected at once, the soldiers will be allowed to use skis largely in a recreational way but with a view to their later utilization for wartime purposes.

Long before the gallant Finnish soldiers demonstrated the effectiveness of ski tactics in modern warfare, ski-ing had reached the top rung in the Canadian sports ladder, and more recently had added a large following in the United States. Last year with European ski grounds closed to them on account of the war, American skiers came to Canada in larger numbers than ever before, and indications are that this movement will be even greater this year. Many Americans, of course, spend their winter in their own country, but others, taking advantage of the present rate of exchange which makes every American dollar worth about ten cents more, prefer to come to Canada where they will find a new and stimulating world. Ski clubs in Canada have a membership in excess of 25,000, while the number of skiers not affiliated with any club is placed at more than 100,000.

—Canadian Resources Bulletin.

★

GOOD PROPORTION OF RADIO OWNERS USE SETS IN WINNIPEG

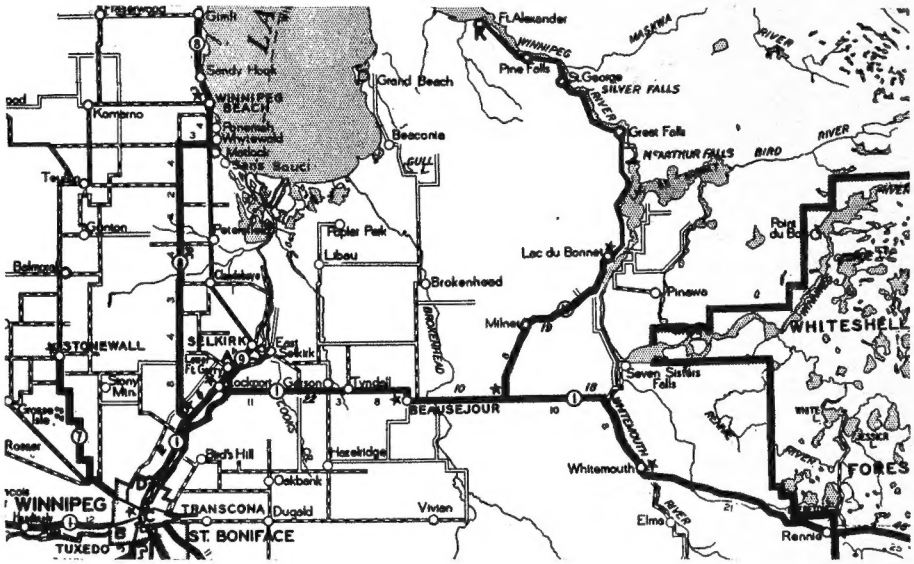
According to statistics gathered by a reliable concern which specializes in investigating radio owners' listening habits, Winnipeg fans use their sets more than do folks in most other Canadian cities.

During a recent week's test, it was found that the daily average of radio owners having their sets turned on between the hours of 6 p.m. and 9.45 p.m. amounted to 48.2% of French listeners in Montreal; 33.3% of English listeners in that city; 37.0% in Toronto; 35.2% in Vancouver; and 44.1% in Winnipeg.

A Holiday In Manitoba

By GEORGE R. BELTON.

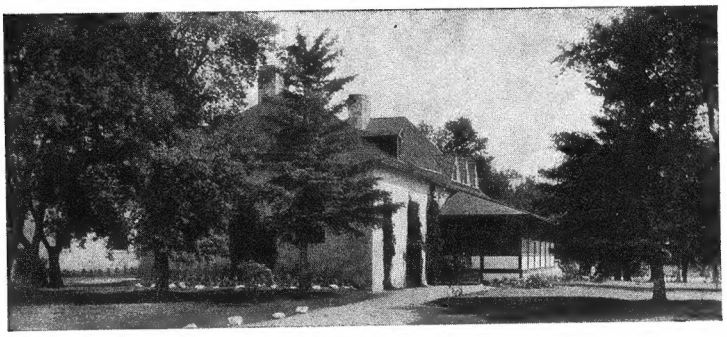
(Winner, 2nd Prize, in our Summer Essay Contest)



We had been east and west, and south for holidays, and had spent some very enjoyable vacations in several places, but we had never spent a holiday **at home** in Manitoba. So we decided to spend a week outdoors right in our own Province, in the north country of trees and rocks and streams that lies right at our very door.

So we packed the old flivver and started early. The morning was glorious, stimulating, beautiful — such as only Manitoba can offer, with its bright blue sky and clear, cool, sweet morning air. And we were rested after sound sleep—for no matter how warm the day, the night is always cool in Winnipeg. The city was waking up to its day's activity as we glided past the beautiful legislative buildings, finest in Canada and with few surpassing them in America, crossed the Red River to quaint St. Boniface where the "turrets twain" of the stately cathedral seemed to smile in benificence on our venture; then turned north along streets with names such as "Rue Jeanne d'Arc" and "Rue des Meurons", some lined with shops bearing French names, "Banque Canadienne Nationale", "Cafe Versailles"—a piece of old France transplanted here, and homes as typically French in their neat completeness. Soon these gave way to gardens rich with growth of vegetables and heavy with the scent of gorgeous flowers, till we reached the river road on the east side of the Red.

Slowly, slowly (there is no hurry), winding amongst farm houses close together on the narrow river lots of the old French survey that kept settlers close together when Indian attacks were possible, past summer homes of city folk who love the deep woods along the riverbank and have rustic surroundings with city comforts. On to Lockport, where we ran up on the high bridge over the locks to watch the plunging water and to see a lad pull in a fine gold-eye — the most tasty fish ever eaten, particularly when smoked and served crisp and hot in one of Winnipeg's fine hotels or restaurants. But we can come here to fish any Saturday



Historic Governor's Residence, Lower Fort Garry

afternoon, it is only twenty miles from Winnipeg: so we proceed on our holiday trip.

Travelling due east along the Transcontinental Highway, on a perfect road, we pass the quarries at Tyndall and Garson, where we stop to look into the pits from which came the marble-like stone for some of the best buildings in Canada, including not only the provincial Capitol and the University at Winnipeg, but also the lining of most of the new parliament buildings at Ottawa.

Hungry already, we got out the big two-gallon thermos, without which we seldom travel, and we ate sandwiches and cake with hot coffee, sitting in the car. Then on to Beausejour, a place with 1,300 people, said to be of thirteen different nationalities. This town is noted for its famous chicken dinners—there are several such places by the wayside all over Manitoba where a special meal of great merit is available.

From Beausejour we go on east along the highway till we see a signpost—"Lac du Bonnet" and turn north. Almost immediately we seemed to enter another country. The fine farms, through which we had been passing, were replaced by bush that came down to the roadside and showed loads of ripe cherries in places. At one corner Indians had camped the night before, leaving one of their brush shelters still standing—and a carefully extinguished fire; the Indian is a model to all hunters and campers in the matter of fire hazard. Rabbits scurried across the road; a flock of Hungarian partridge rose; and then a mother prairie-chicken with a half-grown brood scolded and played lame to attract us while the little ones reached the shelter of the scrub. Soon we glimpsed the big Winnipeg River through the trees and ran suddenly into the town of Lac du Bonnet. The river here widens into a lake; small sail-boats dotted it, and motor launches were plying across it. We met an American and his wife here, who were returning from a canoe trip through the virgin Whiteshell Forest Reserve. They had roamed the wilderness for weeks and were brown, hearty, and enthusiastic over their trip. They had photographed the mystic "Indian Temple" on the reserve, and had caught a thirty-pound sturgeon, and were very proud of that photo also. Boating, fishing, and a side-trip by launch up the river took two very enjoyable days at Lac du Bonnet, while we camped in a small tourist cabin very comfortably.

Leaving Lac du Bonnet we went north along the winding road near the river till a roar coming through the trees told us that a cataract was screened by the high timber. A trail, rough but passable, led to the river edge and McArthur Falls burst into full view. We parked under a huge spruce; I lit a fire of bark and dry sticks, and She started to get a camp dinner while I tried the fishing—and with the first cast hooked a fine pickerel. To rip it into fillets was the work of a minute, and if you never ate fish fresh caught from running water, and fried over a camp-fire, you have missed one of the delights of life. There was a warm pool above the falls, and a small runway alongside the falls; bathing, swimming, paddling, lying on the sand or basking on the warm rocks, the afternoon passed. I got out the side-tent, lit another fire, we ate a good

evening meal with fillets crisped on the coals, and were ready to turn in.

Soon the trees seemed to draw nearer to the fire as the dusk gathered, and the brooding forest whispered of rest. But a whip-poor-will started his song from a nesting tree near by and we stood together under the big spruce while I imitated the plaintive call. It hushed—then broke into song right above our heads. We remembered how we had stood together under a big elm on the bank of the Red River in a Winnipeg park, before She was mine, and I had called the whip-poor-will to the tree above us. We built our nest not long after; and our little ones have flown.

Morning, glorious in sunshine and birdsong, after a sleep in the cool sweet air that rested every frayed nerve. On to Great Falls, where the river rushes over rocks below the dam and looks like the Ottawa below Parliament Hill. Above the dam it is still and boats paddle over it full of singing young people. We slept that night with the roar of the dam to lull us. Fishing next day below the dam was almost too easy; but we got away to Pine Falls after dinner, visiting Silver Falls on the way. Pine Falls, with its huge paper-mill and the pretty little city clustered around it, kept us busy sight-seeing a full day, and at night we parked in the fine tourist camp.

We started the return trip in fair time, and a deer jumped into the road ahead of us, stared for a split second and flashed out of sight in the dense woods. Something was digging by the roadside and climbed slowly up a tree as we approached. It was a porcupine, and it took up a position on a branch overhead and asked us what we were going to do about it. As we returned to the car a weasel squeaked and defied us from a stump. Exploring tangled wildwood paths, flushing partridge, stealing a look at the river, we got back to McArthur Falls for another camp dinner.

Coming back through Lac du Bonnet we turned east and went through a beautiful farm country towards the Seven Sisters Falls. This district is like old Ontario; the land is rolling and park-like; farms are fenced, and barns hold hay and grain; every farm has its herd of milk cattle and its big flocks of poultry. We filled the thermos with rich milk at one farm, and then stopped to pick raspberries beside the road. As we went on, the rugged Brokenhead Falls came into view, where the Brokenhead river rushes over painted rocks into the Winnipeg. We got out our bathing suits and paddled in the runs; then made a fire on the rocks, boiled eggs and made tea, and had a fine dinner with the raspberries and cream to top off with. Back in the evening to park for the night by the Brokenhead River at one of the excellent tourist camps about a mile from Beausejour; then home over the Locks and down the west side of the Red, calling as we passed at Lower Fort Garry, that well-preserved ancient fort—one of the few such in America.

And home, Saturday night, after a week of delightful outing — a holiday spent in Manitoba, within a relatively short distance of the city where we live.

★

To CKY

Grim Father Time has marched along
As he has always done,
And now has brought us to the door
Of Nineteen Forty-One.

We're grateful for the friendly folk
We meet where'er we go;
And grateful, too, for those not met,
But known through radio.

To many stations far and near
We tune as days go by,
Then cast aside, and turn again
To our own CKY.

God bless and keep you, each and all,
In everything you do,
And bring you safely through the year
To Nineteen Forty-Two.

—Miss R. L., Neepawa, Man.

★ ★ ★

"The mind of the man is revealed clearest in the words he speaks and the strength of his mentality by the manner of his speaking. . . "—"The Northern Mail", The Pas, Man.

AIRMEN ON THE AIR

R.C.A.F. RADIO STARS ON CKX

Back Row, left to right:—
T. Shortreed, T. Jones, H. Molloy, F. Atkinson, M. Brown, S. Bartlett, T. Austin, J. McGillivray, F. Atkinson, R. Godfrey.

Front Row, left to right:—
G. Webb, P. Palmason, G. Webb, F. Lees, P. Palmason.

The concentration of airmen at Brandon has brought together many talented musicians, some of whom are experienced radio artists. Taking full advantage of such an opportunity, CKX has organized a series of programs which, to coin an appropriate expression of their success, have landed squarely on the target among Manitoba listeners.

The series, by kind permission of Squadron-Leader R. M. Smith, Officer Commanding No. 2 Manning Depot, R.C.A.F., commenced on Sunday afternoon, November 24th, with a fine program presented by the left-hand group pictured above.

Aircraftsman Tommy Shortreed, who provided a piano accompaniment, is from Grandview, Manitoba. Aircraftsman Gerry Webb, accordionist, is a seasoned radio performer from Hamilton, Ont. Aircraftsman Tom Jones, pianist, hails from Fort William, has his A.T.C.M. from Toronto Conservatory, and has been heard from Fort William and Duluth stations. Aircraftsman Hugh Molloy, baritone, has sung many times on Canadian and U.S. stations, as well as in the Blessed Sacrament Choir of New York. He is a native of Watford, Nova Scotia. Aircraftsman Palmi Palmason is well known as a valuable member of the string sections of the Winnipeg Symphony and various C.B.C. orchestras, including the popular Saturday night Barn Dance group. Aircraftsman Frank Atkinson comes from Battleford, Sask. He was an organist and choir leader in North Battleford as well as a radio artist.

The second program of the series was broadcast on Monday, December 2nd.

Robin Godfrey, who acted as Master of Ceremonies on this occasion, was a barrister in Toronto when he heard the call of duty. He is an accomplished dramatic artist and has participated in many broadcasts from Toronto, including the Shakespearian series and "Carry On Canada". Aircraftsman Thomas Austin, pianist and arranger, has performed in network programs from Saskatoon. Many famous artists have used his compositions. Aircraftsman Malcolm Brown, vocalist, joined up as a wireless gunner from Montreal. In civilian life he was a soloist in a church choir. Aircraftsman Frank Lees was a

Survey Again Gives CKY More Than 70% of Winnipeg Listeners

For the third time within the last two years, a survey conducted by an independent research authority has shown CKY to have an average of more than 70 per cent. of local listeners tuned in to its programs between 9 a.m. and 9 p.m. throughout the week. The actual percentage of sets in use tuned to CKY during the period under review was 78.07.

Below we quote some figures from the voluminous report received from "Canadian Facts Regd.":—

Number of Telephone Calls Attempted	17,197
No answer	3,874
Busy	974
Disconnected	1,015
Refused information	209
Completed calls	11,125
No radio	207
Radio Homes	10,918
Sets off	6,394
Sets on	4,424

Listening Preference

CKY	3,532	78.07%
Station "X"	703	15.54%
Station "Y"	96	2.12%
Station "Z"	14	0.31%
Other stations		3.96%

Many interesting facts are disclosed by examination of the detailed sections of the report, indicating listening preferences at various times of the day and night. Checked against the report of another survey, conducted during the same month (November, 1940) and without our knowledge, the figures show remarkable consistency. A high percentage of sets were in use during Jack Benny's "Jello" program, and of these sets in operation, no fewer than 96.2% were tuned to Benny.

Surveys by telephone, it should be stated, are never conducted by CKY. That would be like auditing one's own books. This is the third time we have engaged specialists for the purpose. Other independent surveys by telephone are in more or less constant progress, some being carried on by statistical firms which study radio listening habits throughout the continent. Others are conducted from time to time by or on behalf of individual sponsors who wish to gain some idea of the popularity of their programs.

Telephone surveys are by no means the only system employed in efforts to ascertain listening preferences. Others include mail response and direct personal contact with hundreds of listeners. As a result of all combined, broadcasting authorities do gain much information reflecting public opinion. They can reasonably claim, anyway, more accurate estimates of public opinion than are likely to be possessed by the individual listener who writes to us from time to time, with supreme confidence, "Everyone is fed up with that program", or "Give us more so-and-so music. Everybody goes for that."

---

well known comedian and tap dancer in the Old Country. Compositions by Tommy Shortreed and himself are featured in the programs on CKX. Aircraftsman J. McGillivray's home town does not seem to have been mentioned, but we noted that he sang "Somewhere" and sang it extremely well. Information is lacking also as to Aircraftsman S. Bartlett's place of origin, but he, too, is from somewhere in Canada, and Brandon welcomes him as a first-rate trumpeter.

Manager W. F. Seller, of CKX, is to be congratulated on his enterprise in initiating these broadcasts.

★

MANY COPIES GOING TO ENGLAND—"Recently I asked you to send a copy to a friend in England, and I have received a letter expressing great delight and joy with 'Manitoba Calling.' Even if the toast does burn and the milkman is late, we just can't get sore, for we listen to 'Wake Up and Live' and laugh at Uncle Tommy's jokes. . . . "—St. Vital, Man.

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

9.30—The Southernaires—CBC.
10.00—BBC News—CBC.
11.00—Church Service.
12.25—The News.
12.30—And It Came to Pass—CBC.
1.00—British Bands—Burns & Co. Ltd.
1.30—Religious Period—CBC.
3.30—Church of the Air—CBC.
4.15—The Tea Musicale—CBC—Thos. J. Lipton.
4.45—BBC News—CBC.
5.00—Silver Theatre—CBC — International Silver Co.
5.30—Week-end Review—CBC.
5.45—CBC News—CBC.
6.00—Jack Benny—CBC—Jello.
6.30—Let's Face the Facts—CBC.
7.00—Church Service.
8.00—Carry on, Canada—CBC.
8.30—American Album of Familiar Music—CBC—Bayer-Aspirin.
9.00—CBC National News—CBC.
9.15—Britain Speaks—CBC.
10.00—Tone Pictures—CBC.
10.30—What Do You Think—CBC.
11.30—Sanctuary—CBC.

MONDAY

7.00—Reveille.
7.45—The News.
8.25—Manitoba Calling.
9.00—Smilin' Jack—United Radio Advtg.
9.15—The Fishermen—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—The Story of Dr. Susan—CBC—Lux.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Colgate-Palmolive.
12.45—The News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guilding Light—CBC—P. & G. Soap.
3.00—School of the Air.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.45—BBC News—CBC.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—The News.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Marching Along Together — Bee Hive Corn Syrup.
6.45—Easy Aces—Anacin Co.
7.00—With the Troops in England—CBC.
7.30—Canadian Grenadier Guards Band—CBC.
8.00—Lux Radio Theatre—CBC—Lux.
9.00—CBC National News—CBC.
10.00—Woodhouse and Hawkins—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
11.30—Songs of Empire—CBC.
12.00—The News.

TUESDAY

7.00—Reveille.
7.45—The News.
8.25—Manitoba Calling.
9.00—Todd Russell—United Radio Advtg.
9.15—The Fishermen—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—The Story of Dr. Susan—CBC—Lux.
11.00—Voice of Inspiration—Young Church.
11.15—Peggy's Point of View.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC.
12.45—The News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air of the Americas—CBC
3.30—CKY Studio Strings—M.T.S.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.45—BBC News—CBC.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—The News.
6.00—Talk—"The People's Business".
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Stepping Along—Berryhills.
6.45—Tapestry of Music—City Hydro.
7.00—John and Judy—CBC—Ponds Cream.
7.30—Good Luck—CBC—Maple Leaf Milling.
8.00—Treasure Trail—CBC—Wrigley Co.
8.30—Fibber McGee and Molly—CBC—Johnson Wax.
9.00—CBC National News—CBC.
9.30—BBC Radio News Reel—CBC.
10.00—Classic Strings—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
11.30—Theatre Time—CBC.
12.00—The News.

WEDNESDAY

7.00—Reveille.
7.45—The News.
8.25—Manitoba Calling.
9.15—Stars of the Week—United Radio Advtg.

9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—The Story of Dr. Susan—CBC—Lux.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Colgate-Palmolive.
12.45—The News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.45—BBC News—CBC.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—The News.
6.00—Superman—Ogilvie Flour Mills.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Marching Along Together — Bee Hive Corn Syrup.
6.45—Easy Aces—Anacin Co.
7.00—Big Town—CBC—Rinso.
7.30—The Family Man—CBC—Lifebuoy Soap.
8.00—Melodies for You—CBC—Purity Flour.
8.30—Challenge to Youth—CBC.
9.00—CBC National News—CBC.
9.15—Britain Speaks—CBC.
10.00—Drama—"Altar of the Moon".—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
11.30—Classics for Today—CBC.
12.00—The News.

THURSDAY

7.00—Reveille.
7.15—Smilin' Ed. McConnell—Aladdin Lamps Co.
7.45—The News.
8.25—Manitoba Calling.
9.15—Voice of Memory—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—The Story of Dr. Susan—CBC—Lux.
11.00—Voice of Inspiration—Young Church.
11.15—Peggy's Point of View.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC.
12.45—The News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
1.45—Armchair Radio Romances—Gensers Ltd.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air of the Americas—CBC
3.30—CKY Studio Strings—M.T.S.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.45—BBC News—CBC.
5.00—Talk—"Questions of the Hour".—CBC.
5.45—The News.
6.00—On the Trapline—Sydney I. Robinson.
6.15—Light Up and Listen Club—Imp. Tobac.
6.30—Heroes of Civilization—Public Finance.
6.45—Tapestry of Music—City Hydro.
7.00—The Shadow—Red Deer Valley Coal Co.
7.30—On Parade—CBC—Robin Hood Flour.
8.00—Kraft Music Hall—CBC—Kraft Phenix
9.00—CBC National News—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
11.30—John Avison's Concert Orchestra—CBC.
12.00—The News.

FRIDAY

7.00—Reveille.
7.45—The News.
8.25—Manitoba Calling.
9.15—Stars of the Week—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—The Story of Dr. Susan—CBC—Lux.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Col.-Palm.
12.45—The News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air
3.45—Manitoba Impressions.
4.15—Backstage Wife—Sterling Products.
4.45—BBC News—CBC.
5.00—Talk—"Questions of the Hour".—CBC.
5.45—The News.
6.00—Superman—Ogilvie Flour Mills Co.
6.15—Light Up and Listen Club—Imp. Tobac.
6.30—Marching Along Together — Bee Hive Corn Syrup.
6.45—Easy Aces—Anacin Co.
7.00—The World Today—Liberty Magazine.
8.00—Waltz Time—CBC—Sterling Products.
8.30—The Canadian Theatre of the Air — CBC—Ironized Yeast.
9.00—CBC National News—CBC.
10.00—The Northern Messenger—CBC.
10.30—Cavalier's Male Octette—CBC.
11.00—Behind the Headlines—Wpg. Tribune.

SATURDAY

7.00—Reveille.
7.45—The News.
8.25—Manitoba Calling.
9.15—CBC News—CBC.
10.00—BBC News—CBC.
10.30—Good Deed Radio Club—T. Eaton Co.
11.00—Prof. V. W. Jackson—Nature Talk.
11.15—Peggy's Point of View.
12.30—Pinto Pete—Dominion Fur.
12.45—The News, Messages and Weather.
4.45—BBC News—CBC.
5.15—N.H.L. Players—CBC—St. Lawrence Starch Co.
5.45—The News.
6.00—Sweet and Swing—CBC—Cashmere Bouquet.
6.30—Share the Wealth—CBC—Cue.
7.00—Hockey Broadcast—CBC—Imperial Oil.
10.00—CBC National News—CBC.
10.30—Red River Barn Dance—CBC.

Adventures in Radio - 16

By D. R. P. COATS

MORE RECOLLECTIONS OF EARLY DAYS IN CANADIAN BROADCASTING

In a recent chapter I referred to the co-operation given broadcasters by the press. One of the earliest examples of collaboration between newspapers and radio was on the occasion of an international yacht race on Lake St. Louis, near Montreal. I believe it was in 1920. The Montreal "Standard" arranged with us for a motor boat to be equipped with a radio transmitter so that the boat could follow close beside the yachts on the lake and while the racing vessels were far from shore a running description could be broadcast.

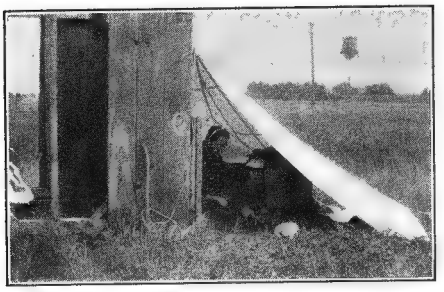
It was a warm day, I remember, and a light haze joined the smooth blue water with the sky at the horizon, so that we on the shore of the lake at Pointe Claire could make out but few details of the white-sailed craft competing. At the bow and stern of the motor boat were poles between which was suspended the aerial. Power to provide plate voltage for the tubes was developed by a generator which was operated by a crank, turned slowly like a bicycle pedal. As one man cranked, another spoke into the telephone mouthpiece which was the microphone of those days.

On shore we had a broadcast transmitter and receiver similar to one which we later supplied to the Winnipeg "Tribune". Thus we were able to maintain communication with the motor boat and, having special wire connections with the "Standard" offices in Montreal, we were able to give them a fast story. Today, of course, we would equip the motor boat with a short wave or ultra short wave transmitter operated by batteries and receive the description directly in the newspaper office, but that was the best we could do in those days. When I see some of the facilities available now for broadcasting sports events, my mind flashes back to that pioneer effort in radio reporting, when we sat beside the lake conversing with the little boat which scouted among the graceful sailing yachts while the engineer patiently cranked and cranked.

"Good Old Days"

Those were happy times, when one was young, the world filled with romance, and life a high adventure. We enjoyed thrills in radio then that do not feel the same today, now that much of the glamour has gone and radio receivers have become as common as phonographs used to be. Much of the attraction that radio held for a youth in those years lay in the independence which was ours. It was the wireless operator's good fortune to be nearly always his own master, in charge of a ship's radio apparatus, with no-one on board to tell him how to perform his duties; or filling some other little corner exclusively his in the great radio game.

Although subject to the necessity of maintaining regular watches, he never had to punch a clock or be subject to office or factory discipline. Thankful indeed should the man or woman be who can look back over the years and say that; for the opportunity to express oneself in one's work, to have one's own show to run, for owners many miles away, is a privilege not vouchsafed to any considerable proportion of workers in this world of commerce. Fortunate are they whose occupations do not condemn them to be anchored to ledgers nor to tighten an infinity of nuts number ninety-nine or bolts number fifty-seven. In radio, and especially when transmitting and receiving sets were custom built and mass production was unknown and uncalled for because the masses didn't know about them, we operators and engineers enjoyed freedom to come and go, if not exactly as we pleased, pretty much as the exigencies of the service would permit. Those were days when we could go ashore from a ship in Montreal, walk up McGill Street and along to the office, and say "How are chances for a ship to Great Britain?" and the traffic manager in charge of operators would smile benevolently through his glasses and say "Well, now, we DO need an operator for the steamer so-and-so. . . She's



Our bivouac at Three Rivers, Que., where we performed some of our earliest experiments in wireless telephony—1920.

an awful tub, but we'll put you in her if you like."

I remember being footloose and fancy free—more or less—with an engineer and a semi-portable radiophone outfit, participating in some experiments in the fields around Montreal and Three Rivers. Our job was to see if two-way radiotelephone conversation could be carried on within a mile or so of one of the Company's spark stations. A firm of pulp and paper manufacturers at Quebec might be persuaded to install radio in their office and at one of their mills, if uninterrupted voice communication could be maintained. The difficulty was that wireless telegraph signals from the station in the Citadel at Quebec and from ships in the St. Lawrence were almost certain to crash in and spoil the prospects of making a sale. So, before trying it out at Quebec, we obtained permission to throw up our portable aerials and conduct experiments in the vicinity of Montreal. And oh, the fun we had!

We camped at Maisonneuve—and the spark from VCA on the end of Tarte Pier completely ruined conversation with our factory on William Street. We moved across to Longueuil and tried it there, with no better success—nothing would tune out those spark stations; they spread all over the dial. Wherever we went we provided a sort of miniature circus for the local inhabitants who would crowd around and gape at us as if we were twentieth century medicine men. Even the livestock showed interest, maybe sensing that outfits like this would soon be telling the world the prices of their brethren on the hoof. I can still see a cow wandering up behind the engineer who sat on the ground manipulating the dials. Bossie took a liking for the back of his waistcoat and licked it up and down with an extensive and very moist tongue. Whether or not the cow succeeded in kissing him when he turned to see what was going on was never definitely settled.

Fireworks at Trois Rivieres

At Three Rivers we arrived on a sultry day celebrated in honour of St. Jean Baptiste. We worked in the deserted military camp grounds there. Late in the afternoon we went over to the park where set-pieces were all in place for a firework display that night. Then it began to rain, as it does rain on the shores of the St. Lawrence late in June. It came down cats and dogs plus pitchforks. The citizens were dismayed, but the fireworks were unsheltered and rapidly being soaked. What to do? What would you do? There were hurried conferences and much gesticulation. Parbleu! They had an investment in those fireworks. No use waiting for darkness. . . . Figures in oilskins went out with torches and touched off the fuses one by one. Catherine wheels sizzled and spluttered in the downpour. Roman candles sent forlorn and intermittent coloured stars defiantly aloft, while a variety of other effects were produced by firecrackers of types which could not be recognized by their unusual behaviour. Meanwhile, crowds under the trees cheered with enthusiasm. Altogether, a pleasant time was had by all and my respect for the good nature and cheery optimism of our French Canadian brothers ascended much higher than the moistened rockets!

Towards the end of August, 1920, we demonstrated radio at Toronto Exhibition, transmitting what we called "wireless concerts" from a booth in one of the buildings to a receiving set in another. Reception was very good—if you managed to get a place near the little tin "loud" speaker. The speech and phonograph music trickled out, very thin in quality but backed by a robust alternating-current hum which nobody seemed to mind.

(To be continued)

Ski-ing in Manitoba

OUR HILLS OFFER PLENTY OF THRILLS FOR SPORT FANS

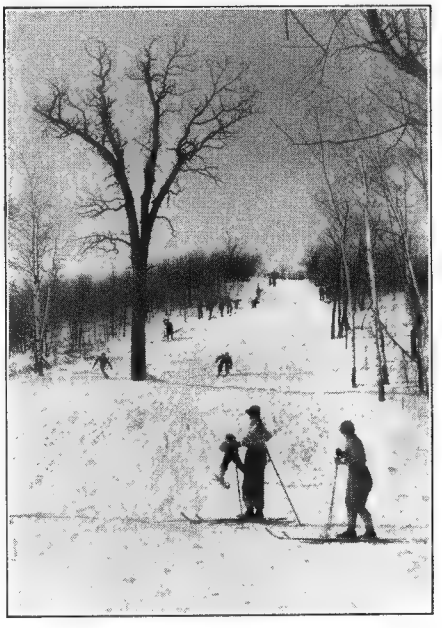
The term "prairie province" suggests wide expanses of flat or gently undulating country, devoid of forests and hills. As a picture of Manitoba it is all wrong, as many native dwellers in the lower portions discovered to their surprise through their travels during the past summer. Actually, of course, we have in Manitoba some of the most varied and beautiful scenery to be found anywhere. In winter as well as summer the tourist will find much that is interesting, much that is thrilling in our wooded uplands and deep ravines as a playground for sportsmen.

A little slow, perhaps, to appreciate the advantages at our doors, we are rapidly becoming aware of them as our tourist visitors enthuse. Some of us, a trifle skeptical and not a little astonished at learning we have "got something", are beginning to see our province with new eyes.

Time was when most of us would no more associate Manitoba with a pair of skis than Eskimos with electric refrigerators, but now, so fast is the developing interest in ski-ing, a magazine known as the "Manitoba Skier and Snowshoer" links several busy clubs and tells of such technicalities as the snowplow turn, stem Christiania, two pile jump turn, rual turn, gelandesprung, etc.

The Canadian Pacific and Canadian National Railways run special Ski Trains to La Riviere and to Miami. Meanwhile, hordes of folks, young and not-so-young, who are not members of organized clubs are going to the hills in innumerable other localities: near Brandon, Minnedosa, Neepawa, or wherever may suit their convenience. At week-ends, the Red River at Winnipeg, St. Boniface, St. Vital, and for miles up and down, is alive with ski-ers, some pushing along on the snowy surface, some venturing the higher banks, and some enjoying a sort of surf-board sensation in being towed by long ropes attached to automobiles running on the ice.

To the visitor who brings his or her skis along, this Province offers plenty of sport, in the keen air and brilliant sunshine which are our greatest health assets.



SKI-ING AT LONE TREE HILL, MIAMI
—Photo, courtesy Can. Nat. Rlys.

OUR FOREST RESOURCES

More than 40% of Manitoba's land area is forested. Of this area there is estimated to be 30,496 square miles of productive, and 62,513 square miles of unproductive forest. Six separate areas containing 3,811 square miles are set aside as publicly-owned Forest Reserves. The most common tree species in order of importance are white and black spruce, aspen and balsam poplar, jack pine, tamarack, white birch, balsam fir and cedar. Bur oak, white elm, green ash, basswood, red pine, Manitoba maple, cottonwood and black ash also occur. In addition, there are several species of large shrubs and small trees, including some fruit-growing species, such as plums, cherries, and saskatoon.

Ski Competition Schedule, 1940-41

Jan. 1st—La Riviere—
Senior Invitation Slalom (Winnipeg Ski Club) — Open Event

Jan. 12th—La Riviere—
Point to Point (Snowbirds) — Open Event
Men's Handicap Slalom (Winnipeg Ski Club)

Jan. 19th—Miami—
Men's Handicap Slalom—Winnipeg Ski Club, "B" 'and "C" Classes
Ladies' Slalom—Winnipeg Ski Club, "B" and "C" Classes
Junior Men's Slalom: 16, 17 and 18 years. Winnipeg Ski Club

Jan. 26th—La Riviere—
Man. Ski Zone Men's Senior Slalom: Johnson Trophy — Open Event
Ida V. Barclay Men's Slalom (Snowbirds) — Open Event

Feb. 2nd—Miami—
Douglas McKay Trophy Open Slalom for men — Open Event

Feb. 2nd—Place to be decided—
Manitoba Ski Zone Junior Slalom — Open Event

Feb. 9th—La Riviere—
1. Manitoba Ski Zone Jumping: Manitoba Championship — Open Event
   Winnipeg Ski Club Championship: Picardy Trophy — Open Event
   Tribune Jumping Trophy (Snowbirds) — Open Event
2. Puffin Ski Club Junior Men's Slalom: Drewry's Trophy
3. Puffin Ski Club Junior Ladies' Slalom
4. Winnipeg Ski Club Junior Men's Slalom (18 yrs. and under): Sam Southern Trophy.

Feb. 16th—Kenora—
Man. Ski Zone Cross Country—Kenora Ski Club — Open Event
Winnipeg Ski Club Cross Country: Winnipeg Electric Trophy

Feb. 23rd—La Riviere—
Winnipeg Ski Club Senior Men's Slalom: Birk-Dingwall Trophy.
Winnipeg Ski Club Senior Ladies' Slalom: T. Eaton Co. Trophy
Winnipeg Ski Club Men's "C" Class Slalom: Hudson's Bay Co. Trophy
Winnipeg Ski Club Ladies' "C" Class Slalom: Birks Trophy
Puffin Ski Club Senior Men's Slalom: Peterborough Trophy
Puffin Ski Club Senior Ladies' Slalom: Riedle's Trophy

Mar. 1st—Winnipeg—
Winnipeg Ski Club Junior Men's Cross Country—21 yrs. and under.
Winnipeg Ski Club Ladies' Cross Country: Winnipeg Ski Club Cup.
Winnipeg Ski Club Primary Boys' and Girls' Races: 15 yrs. and under.

Final arrangements for Kenora trains, other than Feb. 16th, to be completed.

A team event—slalom race will be held at Kenora; final arrangements to be made later for the T. Eaton Trophy.

MANITOBA - A MARITIME PROVINCE

Bordering on the salt waters of Hudson Bay, Manitoba is truly a maritime province, a fact which is sometimes overlooked. The Port of Churchill offers a water route to the markets of Europe. The present season of navigation in the Hudson Straits is about 98 days—from July 25th to October 31st. Churchill is connected with The Pas by the Hudson Bay Railway, a distance of 510 miles.

Organ Recital Series on CKX

Broadcast on alternate Friday evenings at 10.15, CKX is presenting a series of recitals by prominent Brandon organists presiding at the consoles in local churches. The initial program was performed by Miss Dilys Davies in First Presbyterian Church. Others who have contributed are Miss Mary McGuinness, organist and choir leader of Knox United Church, and T. H. Hannay, A.R.C.O., organist and choir master of St. Matthew's Cathedral, Brandon.

Our composite photograph shows, from left to right, Mr. Hannay, Miss Davies, and Miss McGuinness, with Eric Davies announcing at the microphone.

Manitoba University Lectures - CKY and CKX - 4 p.m.

Jan. 9: **"The Farmer and the University."**
Dean A. V. Mitchener.

Jan. 13: **"Would Humanity Pass the Vet?"**
Prof. Alfred Savage.

Jan. 14: **"Midwinter Drama Course."**
Mrs. C. Sinclair and Prof. J. J. A. Russell.

Jan. 15: **"Freedom of Speech."**
A. A. Moffat, K.C.

Jan. 16: **"The Live Stock Mail Bag."**
Prof. J. M. Brown.

Jan. 20: **"Why Did France Collapse?"**
Prof. H. N. Fieldhouse.

Jan. 21: **"Drama on Your Ten Foot Stage."**
Mrs. C. Sinclair and Prof. J. A. Russell.

Jan. 22: **"Mobilization of Resources."**
J. T. Thorson, K.C.

Jan. 23: **Loose-Leaf Farming."**
J. R. Racine.

Jan. 27: **"Financing War."**
Prof. Robert McQueen.

Jan. 28: **"Art for the Family's Sake."**
Prof. M. S. Osborne.

Jan. 29: **"Foreign Exchange Control."**
Prof. W. J. Waines.

Jan. 30: **"Ask the Chemist!"**
Prof. A. D. Robinson.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

7.30—Musical Eye Opener.
8.15—Wake Up and Sing.
8.45—What's in the Air.
11.00—News—CBC.

SUNDAY

11.00—For the Children—CBC.
11.30—Concert in Miniature—CBC.
12.00—Old Country Mail—CBC.
12.15—Just Mary—CBC.
7.00—Charlie McCarthy—CBC.
7.30—One Man's Family—CBC.

MONDAY

9.00—Morning Bulletin Board.
11.30—Pelham Richardson's Orchestra—CBC.
1.45—Markets and Livestocks.
6.00—Let's Go to the Music Hall—CBC.
7.00—R.C.A.F. Program.
10.00—Light Up and Listen Club.

TUESDAY

7.40—Feed Talk.
9.00—Morning Bulletin Board.
10.15—Clark Dennis—CBC.
11.15—Sweet Hour of Prayer—CBC.
1.45—Markets and Livestocks.
6.30—Musical Rendezvous—CBC.
6.55—Commentary on the News—CBC.

WEDNESDAY

9.00—Morning Bulletin Board.
11.30—Pelham Richardson's Orchestra—CBC.
3.45—Radio Special.
6.00—The Little Revue—CBC.
6.30—Carson Robison.
10.00—Light Up and Listen Club.

THURSDAY

9.00—Morning Bulletin Board.
1.45—Markets and Livestocks.
6.30—Gospel Half Hour.
7.00—Service of Intercession—CBC.
10.00—Light Up and Listen Club.

FRIDAY

7.40—Feed Talk
9.00—Morning Bulletin Board.
1.30—Smilin' Ed. McConnell.
1.45—Markets and Livestocks.
6.30—Carson Robison.
10.00—Light Up and Listen Club.

SATURDAY

8.00—Bands of the Salvation Army.
9.00—Over the Backyard Fence.
9.30—Radio Train.
12.00—CKX Weekend Party.

You too can SERVE— by SAVING!

BUY

WAR SAVINGS CERTIFICATES

and contribute to Canada's War Effort

For every $4.00 invested now you will receive $5.00 seven and one-half years hence.

BUY WAR SAVINGS STAMPS

25c each—Sixteen stamps (value $4.00) can be exchanged for one Certificate.

You can buy War Savings Stamps at principal Telephone Offices in Manitoba

THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

RADIO'S INFLUENCE — "We were not musicians here, but the radio has made us conscious of the enjoyment to be derived from good music, and you are giving us a generous show. . . . We do wish you had better music between 8 and 9 a.m. Some quiet pleasant theme would help the mothers who are getting the children ready for school and doing a dozen other things at the same time. . . . "—Alonsa, Man.

OUR MISSIONARY STICKERS—"I would like some of those Manitoba stickers. I have friends in the east who have a very poor opinion of Manitoba, so I would like to make them sit up and take notice when they receive a letter from me. . . ."—R.R.5, Winnipeg.

OUR PRIZE ESSAY — "I have just read the prize winning essay in your 'Manitoba Calling' contest and think it's wonderful—just another one of CKY's contributions, and you deserve congratulations for the great work you are doing. . . . "—Pine Falls, Man.

MANITOBA CALLING IN WEST INDIES—"We all enjoy Manitoba Calling very much. When we are finished with it I send it to my husband in the West Indies, and all the boys enjoy it there. . . ."—Fisher Branch, Man.

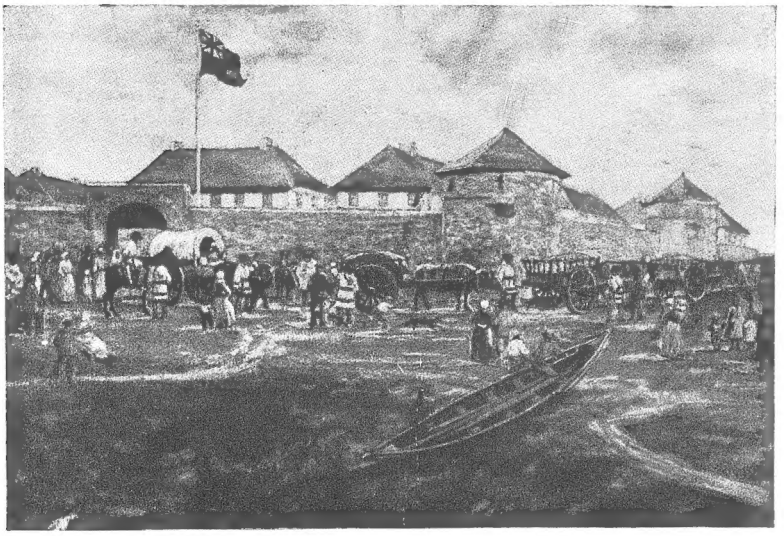
CHRISTMAS CRITICISM—"You will not publish this, of course, because I probably express unpopular opinions, but I must say there was much disappointment in the Christmas broadcasts this year. It was the same technique as employed for many years past, though not nearly as well done as many I remember. The old business of switching around to microphones in queer places is wearing very thin. Dialects were sometimes impossible to follow, even without the background sounds, which latter were mostly like nothing at all and certainly not suggestive of the scenes visited. It's not good enough these days to carry on conversations amid a rattle of indistinguishable noises and call it an 'actuality broadcast'. The noises peculiar to the location need to be balanced or treated somehow so as to be recognizable for what they are, or the interviews had better be conducted in studios or other quiet locations. The outstanding event in 'Christmas Under Fire' was, of course, the address by His Majesty—always a delight to hear. The lady in the bombed house was good, too, but most of the rest might well have been omitted. The trans-Atlantic conversations between parents and evacuees showed the need of some rehearsal for such features, if they are to be offered as entertainment. Some of the youngsters did exceedingly well, of course, but some of the parents seemed to seize the opportunity for sending messages to friends and relatives, instead of giving the children a chance to talk. One gentleman thought it was a fine occasion for putting over a bit of propaganda, which seemed in rather poor taste at such a time. . . "—Winnipeg.

ANOTHER VIEW — "Radio served democracy again this year as in the past; bringing folks across the world closer together, irrespective of class, creed, or financial condition. It is good in these Christmas broadcasts to hear common — meaning ordinary — people contributing to the same program with their King. . . . "—Winnipeg.

FOR SOAP SERIALS — "It seems fashionable to take a crack at the soap serials, but I think they serve a very useful social purpose, giving us some escape from our own daily worries. To a great extent, perhaps, they have taken the place of much of the popular fiction we used to read. They are clean and harmless, and some of them are really well written and acted. . . ."—Norwood, Man.

WHAT IF WE "CALLED" THE WRONG PEOPLE?—"About my friends in the Old Country. Do you think it would be safe if I sent them each 'Manitoba Calling'? Supposing it should fall into Germans' hands and they found out some places of interest to them?. . ." —East Kildonan, Man.

Historic Manitoba's Early Transportation



Red River carts leaving Fort Garry, 1863.

It was bumpy travelling in Manitoba in those days. Made entirely of wood, the ox-carts had no springs. Having no metal bearings, the squeaking wheels could be heard for miles! Some of these carts are still preserved as museum exhibits.

Canadian Pacific Railway locomotive Number 1.

"The Countess of Dufferin", adorned with greenery and flowers in the summer time, now rests in retirement in a little park near the C.P.R. depot, Winnipeg.

Come to

MANITOBA!

In every season of the year Manitoba has something to offer you. In winter: hockey, ski-ing, skating, curling; fine screen and stage entertainment in luxurious theatres, concerts in Winnipeg's Civic Auditorium by the world's greatest touring artists; restful accommodation in comfortable hotels.

Visits to numerous industrial plants can be arranged, and you will be welcomed at the Studios of CKY, Winnipeg, and CKX, Brandon.

When planning your summer vacation, include Manitoba, central Canada's maritime province.

The Manitoba Tourist and Convention Bureau, our Boards of Trade, and Provincial Government Departments, will gladly furnish you with information, maps, etc.

Write to:

The Public Relations Department,
Radio Branch

MANITOBA TELEPHONE SYSTEM

WINNIPEG

COPYRIGHT CANADA 1940

PRINTED IN CANADA